

# SUMMARY OF 2002 VISITORS TO HAWAII

## *OVERVIEW OF ALL VISITORS*

### *VISITORS BY AIR:*

*VISITOR DAYS*

*TOTAL EXPENDITURES*

*PER PERSON PER DAY SPENDING*

*PER PERSON PER TRIP SPENDING*

*ISLAND VISITOR PATTERNS*

*MONTHLY VISITATION PATTERN*

## *CRUISE PASSENGERS*

# OVERVIEW OF ALL VISITORS

## ALL VISITORS

Hawaii's visitor industry rebounded and showed overall growth in 2002 with total visitor days of those who came to the islands by air and by cruise ships up 4.1 percent compared to 2001. One year after the events of September 11<sup>th</sup>, the total number of air and cruise ship visitors rose 1.6 percent to 6,452,834 while their average length of stay increased to 9.38 days (+2.3%).

A total of 6,389,058 visitors arrived by air to the state. Although international air visitor days were down by 2.4 percent for the year due to lower visitor arrivals (-2.4%), this was an improvement from the double-digit losses experienced during the months after the terrorist attack. Offsetting the soft international market were increases from the domestic segment. Domestic visitor days rose 6.2 percent due to a 3.2 percent growth in arrivals by air and a longer average length of stay (+2.9% to 10.50 days). Domestic arrivals totaled 4,358,850 visitors during the year and was the second highest on record, only surpassed by the milestone 4,446,936 domestic visitors who came in 2000.

Another highlight in 2002 was the continued expansion of Hawaii's cruise ship industry. The number of visitors who came by cruise ships touring the islands climbed 36.9 percent compared to the previous year to 63,776 visitors.

Total expenditures by air and cruise ship visitors rose 8.7 percent to nearly \$10.0 billion. Of this amount, \$9.95 billion in expenditures were by visitors who came by air, up 8.6 percent from 2001. The average daily spending by air visitors also increased from \$159 per person to \$166 per person. Expenditures by visitors who arrived by cruise ships jumped 42.7 percent to \$44.1 million, while their daily spending rose from \$86 per person to \$99 per person.

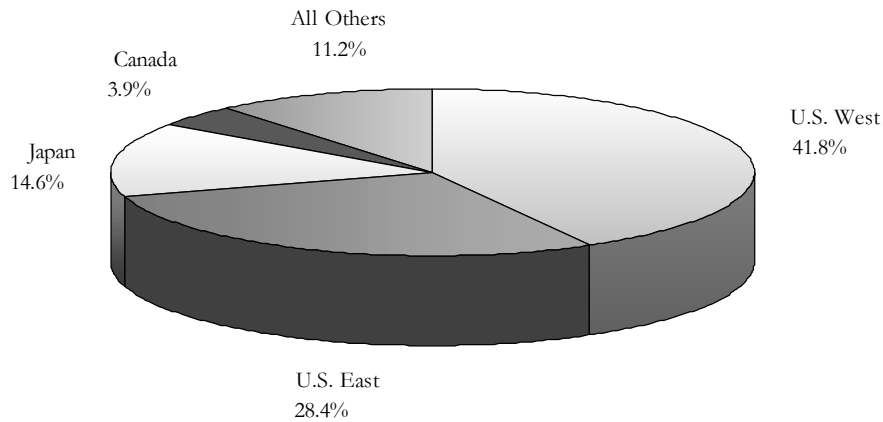
## ARRIVALS BY AIR

### VISITOR DAYS

Total visitor days (visitor arrivals multiplied by the average length of stay) of those who came to the islands by air grew 4.0 percent in 2002. The U.S. West, Hawaii's primary market (41.8% of the state total), experienced a 7.0 percent growth in visitor days due to increased arrivals (+4.8%) and a longer average length of stay (+2.1% to 10.10 days). Although arrivals from the U.S. East were off slightly (-0.4%) those who came to the islands during the year stayed longer (+3.7% to 10.79 days) resulting in a 3.4 percent rise in visitor days for this group of visitors to comprise 28.4% of the state total.

Japanese visitor days which accounted for 14.6 percent of the state total, declined (-4.8%) in 2002 due to lower arrivals (-3.0%) and a drop in the average length of stay (-1.9% to 5.91 days). Canada, the 4<sup>th</sup> largest market, reported a 10.7 percent decrease in visitor days to comprise 3.9 percent of the visitors days in the state.

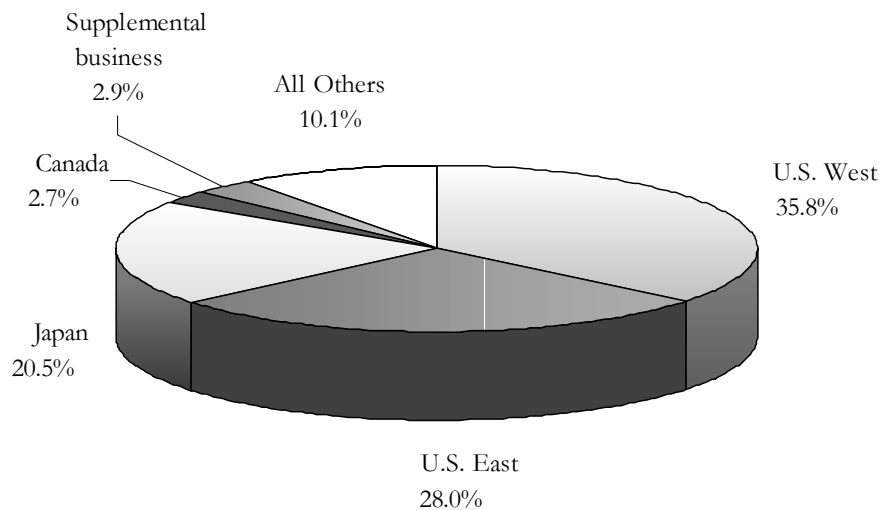
**FIGURE 1: Air Visitor Days by Major Market Areas  
Calendar Year 2002**



### **VISITOR EXPENDITURES**

Spending by air visitors from the U.S. West rose 11.7 percent from the previous year to \$3.6 billion and comprised the largest portion of total air visitor expenditures at 35.8 percent. Spending by U.S. East visitors (+10.6%) ranked second at \$2.8 billion or 28.0 percent of the total. Japanese expenditures (-2.2%) followed in 3<sup>rd</sup> place at \$2.0 billion or a 20.5 percent share. Combined, these three MMAs accounted for 84.3 percent of total expenditures for the year.

**FIGURE 2: Air Visitor Expenditures by Major Market Areas Calendar  
Year 2002**



## **PER PERSON PER DAY SPENDING**

Average per person per day (PPPD) expenditures by air visitors in 2002 rose from \$159 to \$166 per person, due to increased spending by visitors from the U.S. West, U.S. East, Japan, Europe, Oceania and Other Asia. Average daily spending by visitors from Canada and Latin America declined compared to the previous year.

Japanese visitors' per person per person spending continued to be the highest compared to all other visitor groups at \$233 per day. Visitors from Other Asia (\$165 per day) ranked second followed by those from the U.S. East (\$163 per day), Oceania (\$148 per day), Europe (\$145 per day) and the U.S. West (\$142 per day). Visitors from Latin America and Canada spent the least at \$123 per day and \$115 per day, respectively. Airfare costs to and from Hawaii are not included in these spending estimates.

## **PER PERSON PER TRIP SPENDING**

Growth in arrivals and a longer length of stay contributed to a 7.1 percent increase in total per person per trip expenditures by air visitors to \$1,557. European air visitors spent the most on a per trip basis, averaging \$1,945 per person, followed by visitors from the U.S. East at \$1,759 per person, the U.S. West at \$1,433 per person, Canada at \$1,430 per person, Japan at \$1,377 per person, Other Asia at \$1,297 per person and Latin America at \$1,282 per person. Visitors from Oceania spent the lowest per trip at \$1,263 per person. Airfare costs to and from Hawaii are not included in these spending estimates.

## **ISLAND VISITOR PATTERNS**

**Island of Oahu:** Oahu visitor days rose 3.0 percent in 2002 (TABLES 4 & 41) largely due to increased domestic visitor days (+5.7%) from growth in arrivals (+1.8%) by air and a longer length of stay. International visitor days were off 1.6 percent from the previous year. Oahu comprised close to 74 percent of all international visitor days in the state and 42.4 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other island during their stay (8.01 and 5.70 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 82,121, up 3.0 percent from the previous year (TABLE 6).

**Islands of Maui, Molokai and Lanai:** Total visitor days for the island of Maui increased 5.2 percent (TABLES 4 & 43) as higher domestic visitor days (+8.3%) offset declines in the international market (-13.6%). This island accounted for 11.9 percent of all international visitor days spent in Hawaii and 28.8 percent of all domestic visitor days. Maui Island's average daily visitor census grew 5.2 percent to 40,744 air visitors.

Growth in domestic (+1.6%) and international (+22.7%) arrivals by air to Molokai and a longer length of stay by these visitors contributed to a 14.9 percent increase in visitor days for this island in 2002 (TABLE 44). The average daily census on Molokai jumped 14.9 percent to 955 visitors.

A surge in international arrivals (+35.6%) was not enough to offset decreased visitations from the larger domestic market (-11.5%), resulting in a 4.8 percent decline in visitor days for Lanai. The average daily census was also down 4.8 percent from the previous year to 1,044 air visitors. (TABLES 6 & 45).

**Island of Kauai:** Kauai visitor days rose 3.6 percent, largely due to increased arrivals by air and a longer average length of stay from the domestic market (TABLE 46). Kauai made up 12.7 percent of the State's total domestic visitor days, but only 3.7 percent of international visitor days. The average daily census was 17,432 visitors, 3.6 percent higher than in the previous year.

**Island of Hawaii:** Visitor days for the island of Hawaii were up 5.8 percent from the previous year due to growth in both domestic (+5.8%) and international (+3.7%) arrivals by air (TABLE 47). The average daily census increased 5.8 percent to 22,277 visitors in 2002. Hawaii accounted for 9.7 percent of all international visitor days for the State and 14.7 percent of all domestic visitor days.

### **MONTHLY VISITATION PATTERN**

July 2002 was the most popular month for air visitors to Hawaii with an average of 189,548 visitors present per day. August was second averaging 188,569 visitors per day. December and June ranked third and fourth with 184,627 and 183,639 visitors, respectively on a daily basis. Generally, the summer months (June through August) and the winter months (December, January and February) saw the most visitors to the islands.

## **CRUISE PASSENGERS**

A total of 242,144 passengers were aboard cruise ships touring the islands during 2002, of which 235,027 visitors were from out of state (up 52.6% from 2001) while 7,117 passengers were Hawaii residents (TABLE 66).

Of those from out of state, 171,251 visitors came by air to board cruise ships while 63,776 visitors came by cruise ships to Hawaii (TABLE 65).

It should be noted that characteristics and expenditures of cruise visitors who came by air are combined with other air visitors' statistics.

**TABLE 1: Summary of Visitor Statistics: 2002 vs. 2001 (continued)**

CATEGORY AND MMA	2002	2001	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>9,993.8</b>	<b>9,194.6</b>	<b>8.7</b>
<b>Visitor arrivals by air</b>	<b>9,949.7</b>	<b>9,163.7</b>	<b>8.6</b>
U.S. West	3,563.9	3,190.8	11.7
U.S. East	2,784.2	2,517.3	10.6
Japan	2,042.2	2,089.2	-2.2
Canada	271.5	309.2	-12.2
Europe	216.4	184.8	17.1
Oceania	137.5	90.3	52.3
Other Asia	144.4	116.7	23.7
Latin America	16.8	21.0	-20.3
Other	485.6	366.1	32.6
Supplemental business (all MMAs)	287.3	278.2	3.3
<b>Visitor arrivals by cruise ships</b>	<b>44.1</b>	<b>30.9</b>	<b>42.7</b>
<b>TOTAL VISITOR DAYS</b>	<b>60,515,052</b>	<b>58,117,908</b>	<b>4.1</b>
<b>Visitor arrivals by air</b>	<b>60,068,620</b>	<b>57,760,242</b>	<b>4.0</b>
U.S. West	25,112,982	23,462,699	7.0
U.S. East	17,081,693	16,524,415	3.4
Japan	8,760,045	9,201,668	-4.8
Canada	2,357,310	2,638,548	-10.7
Europe	1,497,808	1,521,623	-1.6
Oceania	931,182	681,446	36.6
Other Asia	874,186	771,288	13.3
Latin America	136,712	153,372	-10.9
Other	3,316,702	2,805,183	18.2
<b>Visitor arrivals by cruise ships</b>	<b>446,432</b>	<b>357,665</b>	<b>24.8</b>
<b>VISITOR ARRIVALS</b>	<b>6,452,834</b>	<b>6,350,362</b>	<b>1.6</b>
<b>Visitor arrivals by air</b>	<b>6,389,058</b>	<b>6,303,791</b>	<b>1.4</b>
U.S. West	2,486,914	2,372,070	4.8
U.S. East	1,582,563	1,588,164	-0.4
Japan	1,483,121	1,528,564	-3.0
Canada	189,890	216,948	-12.5
Europe	111,275	126,020	-11.7
Oceania	108,835	81,158	34.1
Other Asia	111,347	101,870	9.3
Latin America	13,092	14,737	-11.2
Other	302,019	274,259	10.1
<b>Visitor arrivals by cruise ships</b>	<b>63,776</b>	<b>46,571</b>	<b>36.9</b>
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>9.38</b>	<b>9.16</b>	<b>2.3</b>
<b>Visitor arrivals by air</b>	<b>9.40</b>	<b>9.16</b>	<b>2.6</b>
U.S. West	10.10	9.89	2.1
U.S. East	10.79	10.40	3.7
Japan	5.91	6.02	-1.9
Canada	12.41	12.16	2.1
Europe	13.46	12.07	11.5
Oceania	8.56	8.40	1.9
Other Asia	7.85	7.57	3.7
Latin America	10.44	10.41	0.3
Other	10.98	10.23	7.4
<b>Visitor arrivals by cruise ships</b>	<b>7.00</b>	<b>7.7</b>	<b>-8.9</b>

Source: DBEDT

**TABLE 1: Summary of Visitor Statistics: 2002 vs. 2001 (continued)**

CATEGORY AND MMA	2002	2001	(%) Change
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>165.1</b>	<b>158.2</b>	<b>4.4</b>
<b>Visitor arrivals by air</b>	165.6	158.7	4.4
U.S. West	141.9	136.0	4.4
U.S. East	163.0	152.3	7.0
Japan	233.1	227.0	2.7
Canada	115.2	117.2	-1.7
Europe	144.5	121.4	19.0
Oceania	147.6	132.5	11.4
Other Asia	165.2	151.3	9.2
Latin America	122.7	137.2	-10.5
Other	146.4	130.5	12.2
<b>Visitor arrivals by cruise ships</b>	98.7	86.4	14.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,548.7</b>	<b>1,449.6</b>	<b>6.8</b>
<b>Visitor arrivals by air</b>	1,557.3	1,453.7	7.1
U.S. West	1,433.0	1,345.1	6.5
U.S. East	1,759.3	1,585.1	11.0
Japan	1,377.0	1,366.8	0.7
Canada	1,429.6	1,425.2	0.3
Europe	1,945.0	1,466.3	32.7
Oceania	1,263.1	1,112.4	13.5
Other Asia	1,296.8	1,145.6	13.2
Latin America	1,281.8	1,427.9	-10.2
Other	1,607.7	1,335.0	20.4
<b>Visitor arrivals by cruise ships</b>	690.9	663.6	4.1

**TABLE 2: Summary of Visitor Characteristics: 2002 vs. 2001**  
(Arrivals by air)

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	60,068,620	57,760,242	4.0%	45,773,227	43,108,798	6.2%	14,295,394	14,651,444	-2.4%
Total Visitors	6,389,058	6,303,791	1.4%	4,358,850	4,224,321	3.2%	2,030,208	2,079,470	-2.4%
<b>PARTY SIZE</b>									
One	1,133,919	1,213,846	-6.6%	897,046	899,746	-0.3%	236,873	314,100	-24.6%
Two	2,556,168	2,582,700	-1.0%	1,929,862	1,900,982	1.5%	626,306	681,718	-8.1%
Three or more	2,698,971	2,507,244	7.6%	1,531,942	1,423,593	7.6%	1,167,029	1,083,652	7.7%
Avg Party Size	2.10	2.04	2.7%	1.94	1.91	1.4%	2.54	2.37	7.1%
<b>VISIT STATUS</b>									
First-Time	2,411,780	2,451,968	-1.6%	1,472,866	1,452,726	1.4%	938,914	999,242	-6.0%
Repeat	3,977,278	3,851,823	3.3%	2,885,984	2,771,595	4.1%	1,091,294	1,080,228	1.0%
Average # of Trips	4.43	4.32	2.6%	4.69	4.89	-4.1%	3.87	3.16	22.7%
<b>TRAVEL METHOD</b>									
Group Tour	1,036,325	1,080,176	-4.1%	322,348	333,694	-3.4%	713,977	746,482	-4.4%
Package	2,933,164	2,882,756	1.7%	1,477,825	1,372,737	7.7%	1,455,339	1,510,019	-3.6%
Group Tour & Pkg	933,591	973,656	-4.1%	259,385	266,824	-2.8%	674,206	706,832	-4.6%
True Independent	3,353,160	3,314,515	1.2%	2,818,062	2,784,714	1.2%	535,098	529,801	1.0%
<b>ISLANDS VISITED</b>									
Oahu	4,276,077	4,257,535	0.4%	2,423,169	2,379,285	1.8%	1,852,908	1,878,250	-1.3%
Maui County	2,139,427	2,104,478	1.7%	1,770,103	1,685,960	5.0%	369,324	418,518	-11.8%
...Maui	2,073,051	2,048,768	1.2%	1,725,051	1,640,961	5.1%	348,000	407,806	-14.7%
...Molokai	75,135	70,233	7.0%	53,152	52,312	1.6%	21,983	17,921	22.7%
...Lanai	80,874	84,905	-4.7%	64,433	72,783	-11.5%	16,441	12,122	35.6%
Kauai	1,005,898	1,008,698	-0.3%	849,913	839,368	1.3%	155,985	169,329	-7.9%
Big Island	1,243,313	1,181,551	5.2%	918,680	868,615	5.8%	324,633	312,936	3.7%
...Hilo	448,449	387,345	15.8%	318,422	286,159	11.3%	130,028	101,186	28.5%
...Kona	1,033,614	1,027,781	0.6%	756,541	756,001	0.1%	277,073	271,780	1.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.01	6.83	2.6%	8.01	7.72	3.8%	5.70	5.71	-0.2%
Maui (days)	7.17	6.90	4.0%	7.63	7.41	3.0%	4.89	4.83	1.3%
Molokai (days)	4.64	4.32	7.4%	5.47	5.03	8.7%	2.63	2.23	17.7%
Lanai (days)	4.71	4.71	-0.1%	4.92	5.02	-2.1%	3.88	2.85	36.3%
Kauai (days)	6.33	6.09	3.9%	6.87	6.67	2.9%	3.38	3.20	5.8%
Big Island (days)	6.54	6.51	0.5%	7.34	7.31	0.4%	4.28	4.28	-0.1%
...Hilo (days)	3.82	4.00	-4.5%	4.31	4.44	-2.9%	2.63	2.76	-4.9%
...Kona (days)	6.21	5.97	4.0%	7.10	6.72	5.7%	3.78	3.90	-3.1%
Statewide (days)	9.40	9.16	2.6%	10.50	10.20	2.9%	7.04	7.05	-0.1%
<b>ACCOMMODATIONS</b>									
Hotel	4,352,235	4,233,728	2.8%	2,631,316	2,483,754	5.9%	1,720,919	1,749,973	-1.7%
...Hotel Only	3,905,218	3,888,880	0.4%	2,268,341	2,213,039	2.5%	1,636,877	1,675,841	-2.3%
Condo	1,048,160	1,042,016	0.6%	853,640	821,249	3.9%	194,520	220,767	-11.9%
...Condo Only	821,834	872,162	-5.8%	680,772	688,495	-1.1%	141,062	183,667	-23.2%
Timeshare	390,784	351,948	11.0%	363,851	322,776	12.7%	26,933	29,172	-7.7%
...Timeshare Only	288,798	276,143	4.6%	274,587	255,833	7.3%	14,210	20,310	-30.0%
Apartment	44,254	73,168	-39.5%	30,426	59,168	-48.6%	13,829	14,000	-1.2%
Bed & Breakfast	69,866	70,899	-1.5%	57,856	60,037	-3.6%	12,010	10,862	10.6%
Cruise Ship	192,281	135,744	41.6%	170,746	121,472	40.6%	21,535	14,272	50.9%
Friends or Relatives	587,694	557,739	5.4%	491,537	485,168	1.3%	96,156	72,571	32.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,202,723	5,023,619	3.6%	3,442,117	3,273,947	5.1%	1,760,606	1,749,672	0.6%
...Honeymoon/Get Married (Net)	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
MC&I (Net)	416,236	423,642	-1.7%	323,776	331,360	-2.3%	92,460	92,283	0.2%
.....Convention/Conf.	254,907	252,284	1.0%	210,206	204,697	2.7%	44,701	47,587	-6.1%
.....Corp. Meetings	80,997	95,082	-14.8%	63,662	76,547	-16.8%	17,335	18,535	-6.5%
.....Incentive	89,707	81,815	9.6%	56,778	53,716	5.7%	32,929	28,100	17.2%
Other Business	239,073	210,366	13.6%	193,300	177,130	9.1%	45,773	33,236	37.7%
Visit Friends/Relatives	509,413	435,150	17.1%	415,487	361,100	15.1%	93,926	74,050	26.8%
Government/Military	97,440	81,161	20.1%	67,929	59,955	13.3%	29,511	21,206	39.2%
Attend School	24,476	23,925	2.3%	12,411	14,362	-13.6%	12,065	9,562	26.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	9,662.4	8,885.5	8.7%	6,864.0	6,103.6	12.5%	2,798.3	2,781.9	0.6%
Per Person Per Day (\$)	160.9	153.8	4.6%	150.0	141.6	5.9%	195.8	189.9	3.1%
Per Person Per Trip (\$)	1,512.3	1,409.5	7.3%	1,574.7	1,444.9	9.0%	1,378.4	1,337.8	3.0%

Source: DBEDT



**TABLE 3: Visitor Characteristics [% of Total] 2002 vs. 2001**  
(Arrivals by air)

2002 & 2001 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2002	2001	2002	2001	2002	2001
Total Visitors	6,389,058	6,303,791	4,358,850	4,224,321	2,030,208	2,079,470
<b>PARTY SIZE</b>						
One	17.7%	19.3%	20.6%	21.3%	11.7%	15.1%
Two	40.0%	41.0%	44.3%	45.0%	30.8%	32.8%
Three or more	42.2%	39.8%	35.1%	33.7%	57.5%	52.1%
Avg Party Size	2.10	2.04	1.94	1.91	2.54	2.37
<b>VISIT STATUS</b>						
First-Time	37.7%	38.9%	33.8%	34.4%	46.2%	48.1%
Repeat	62.3%	61.1%	66.2%	65.6%	53.8%	51.9%
Average # of Trips	4.43	4.32	4.69	4.89	3.87	3.16
<b>TRAVEL METHOD</b>						
Group Tour	16.2%	17.1%	7.4%	7.9%	35.2%	35.9%
Package	45.9%	45.7%	33.9%	32.5%	71.7%	72.6%
Group Tour & Pkg	14.6%	15.4%	6.0%	6.3%	33.2%	34.0%
True Independent	52.5%	52.6%	64.7%	65.9%	26.4%	25.5%
<b>ISLANDS VISITED</b>						
Oahu	66.9%	67.5%	55.6%	56.3%	91.3%	90.3%
Maui County	33.5%	33.4%	40.6%	39.9%	18.2%	20.1%
...Maui	32.4%	32.5%	39.6%	38.8%	17.1%	19.6%
...Molokai	1.2%	1.1%	1.2%	1.2%	1.1%	0.9%
...Lanai	1.3%	1.3%	1.5%	1.7%	0.8%	0.6%
Kauai	15.7%	16.0%	19.5%	19.9%	7.7%	8.1%
Big Island	19.5%	18.7%	21.1%	20.6%	16.0%	15.0%
...Hilo	7.0%	6.1%	7.3%	6.8%	6.4%	4.9%
...Kona	16.2%	16.3%	17.4%	17.9%	13.6%	13.1%
<b>ACCOMMODATIONS</b>						
Hotel	68.1%	67.2%	60.4%	58.8%	84.8%	84.2%
...Hotel Only	61.1%	61.7%	52.0%	52.4%	80.6%	80.6%
Condo	16.4%	16.5%	19.6%	19.4%	9.6%	10.6%
...Condo Only	12.9%	13.8%	15.6%	16.3%	6.9%	8.8%
Timeshare	6.1%	5.6%	8.3%	7.6%	1.3%	1.4%
...Timeshare Only	4.5%	4.4%	6.3%	6.1%	0.7%	1.0%
Apartment	0.7%	1.2%	0.7%	1.4%	0.7%	0.7%
Bed & Breakfast	1.1%	1.1%	1.3%	1.4%	0.6%	0.5%
Cruise Ship	3.0%	2.2%	3.9%	2.9%	1.1%	0.7%
Friends or Relatives	9.2%	8.8%	11.3%	11.5%	4.7%	3.5%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	81.4%	79.7%	79.0%	77.5%	86.7%	84.1%
...Honeymoon/Get Married (Net)	10.9%	7.9%	6.2%	6.0%	20.9%	11.9%
MC&I (Net)	6.5%	6.7%	7.4%	7.8%	4.6%	4.4%
.....Convention/Conf.	4.0%	4.0%	4.8%	4.8%	2.2%	2.3%
.....Corp. Meetings	1.3%	1.5%	1.5%	1.8%	0.9%	0.9%
.....Incentive	1.4%	1.3%	1.3%	1.3%	1.6%	1.4%
Other Business	3.7%	3.3%	4.4%	4.2%	2.3%	1.6%
Visit Friends/Relatives	8.0%	6.9%	9.5%	8.5%	4.6%	3.6%
Government/Military	1.5%	1.3%	1.6%	1.4%	1.5%	1.0%
Attend School	0.4%	0.4%	0.3%	0.3%	0.6%	0.5%

Source: DBEDT

**TABLE 4: Visitor Days by Island: 2002 vs. 2001**  
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
TOTAL STATE	60,068,620	57,760,242	4.0%	45,773,227	43,108,798	6.2%	14,295,394	14,651,444	-2.4%
OAHU	29,974,193	29,091,282	3.0%	19,418,549	18,364,796	5.7%	10,555,644	10,726,487	-1.6%
MAUI COUNTY	15,600,756	14,837,601	5.1%	13,777,372	12,794,191	7.7%	1,823,384	2,043,410	-10.8%
MAUI	14,871,437	14,134,190	5.2%	13,169,648	12,165,307	8.3%	1,701,790	1,968,884	-13.6%
MOLOKAI	348,550	303,261	14.9%	290,731	263,230	10.4%	57,819	40,031	44.4%
LANAI	380,768	400,150	-4.8%	316,994	365,654	-13.3%	63,775	34,496	84.9%
KAUAI	6,362,682	6,142,903	3.6%	5,834,683	5,600,916	4.2%	527,999	541,987	-2.6%
BIG ISLAND	8,130,989	7,688,457	5.8%	6,742,622	6,348,896	6.2%	1,388,367	1,339,561	3.6%
HILO	1,714,632	1,550,833	10.6%	1,372,961	1,271,175	8.0%	341,671	279,658	22.2%
KONA	6,416,357	6,137,624	4.5%	5,369,661	5,077,721	5.7%	1,046,696	1,059,903	-1.2%

**TABLE 5: Visitor Days by Month: 2002 vs. 2001**  
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JANUARY	4,955,561	5,628,265	-12.0%	3,778,312	4,123,699	-8.4%	1,177,249	1,504,566	-21.8%
FEBRUARY	4,710,326	4,941,711	-4.7%	3,557,882	3,515,073	1.2%	1,152,444	1,426,638	-19.2%
MARCH	4,980,555	5,355,904	-7.0%	3,699,124	3,755,791	-1.5%	1,281,431	1,600,113	-19.9%
APRIL	4,159,427	4,645,722	-10.5%	3,153,334	3,429,732	-8.1%	1,006,093	1,215,990	-17.3%
MAY	4,444,875	4,391,613	1.2%	3,450,837	3,345,256	3.2%	994,038	1,046,358	-5.0%
JUNE	5,509,157	5,485,939	0.4%	4,438,147	4,216,048	5.3%	1,071,009	1,269,891	-15.7%
JULY	5,875,980	5,990,893	-1.9%	4,633,509	4,493,134	3.1%	1,242,471	1,497,758	-17.0%
AUGUST	5,845,638	5,723,244	2.1%	4,409,082	4,100,236	7.5%	1,436,556	1,623,008	-11.5%
SEPTEMBER	4,505,520	3,251,896	38.6%	3,384,001	2,436,279	38.9%	1,121,519	815,617	37.5%
OCTOBER	4,683,184	3,570,250	31.2%	3,568,851	2,868,534	24.4%	1,114,333	701,716	58.8%
NOVEMBER	4,674,973	3,805,947	22.8%	3,469,772	3,002,204	15.6%	1,205,201	803,743	49.9%
DECEMBER	5,723,423	4,968,859	15.2%	4,230,374	3,822,812	10.7%	1,493,049	1,146,047	30.3%
<b>TOTAL</b>	<b>60,068,620</b>	<b>57,760,242</b>	<b>4.0%</b>	<b>45,773,227</b>	<b>43,108,798</b>	<b>6.2%</b>	<b>14,295,394</b>	<b>14,651,444</b>	<b>-2.4%</b>

**TABLE 6: Average Daily Census by Island: 2002 vs. 2001**  
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
TOTAL STATE	164,572	158,247	4.0%	125,406	118,106	6.2%	39,165	40,141	-2.4%
OAHU	82,121	79,702	3.0%	53,202	50,315	5.7%	28,920	29,388	-1.6%
MAUI COUNTY	42,742	40,651	5.1%	37,746	35,053	7.7%	4,996	5,598	-10.8%
MAUI	40,744	38,724	5.2%	36,081	33,330	8.3%	4,662	5,394	-13.6%
MOLOKAI	955	831	14.9%	797	721	10.4%	158	110	44.4%
LANAI	1,044	1,096	-4.8%	868	1,002	-13.3%	175	95	84.9%
KAUAI	17,432	16,830	3.6%	15,985	15,345	4.2%	1,447	1,485	-2.6%
BIG ISLAND	22,277	21,064	5.8%	18,473	17,394	6.2%	3,804	3,670	3.6%
HILO	4,698	4,249	10.6%	3,762	3,483	8.0%	936	766	22.2%
KONA	17,579	16,815	4.5%	14,711	13,912	5.7%	2,868	2,904	-1.2%

**TABLE 7: Average Daily Census by Month: 2002 vs. 2001**  
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JANUARY	159,857	181,557	-12.0%	121,881	133,023	-8.4%	37,976	48,534	-21.8%
FEBRUARY	168,226	176,490	-4.7%	127,067	125,538	1.2%	41,159	50,951	-19.2%
MARCH	160,663	172,771	-7.0%	119,327	121,155	-1.5%	41,336	51,617	-19.9%
APRIL	138,648	154,857	-10.5%	105,111	114,324	-8.1%	33,536	40,533	-17.3%
MAY	143,383	141,665	1.2%	111,317	107,911	3.2%	32,066	33,753	-5.0%
JUNE	183,639	182,865	0.4%	147,938	140,535	5.3%	35,700	42,330	-15.7%
JULY	189,548	193,255	-1.9%	149,468	144,940	3.1%	40,080	48,315	-17.0%
AUGUST	188,569	184,621	2.1%	142,228	132,266	7.5%	46,341	52,355	-11.5%
SEPTEMBER	150,184	108,397	38.6%	112,800	81,209	38.9%	37,384	27,187	37.5%
OCTOBER	151,070	115,169	31.2%	115,124	92,533	24.4%	35,946	22,636	58.8%
NOVEMBER	155,832	126,865	22.8%	115,659	100,073	15.6%	40,173	26,791	49.9%
DECEMBER	184,627	160,286	15.2%	136,464	123,317	10.7%	48,163	36,969	30.3%
<b>TOTAL</b>	<b>164,572</b>	<b>158,247</b>	<b>4.0%</b>	<b>125,406</b>	<b>118,106</b>	<b>6.2%</b>	<b>39,165</b>	<b>40,141</b>	<b>-2.4%</b>

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2002**  
(Arrivals by air)

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%

Source: DBEDT